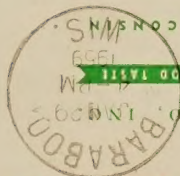


POSTMASTER: If Addressee has moved
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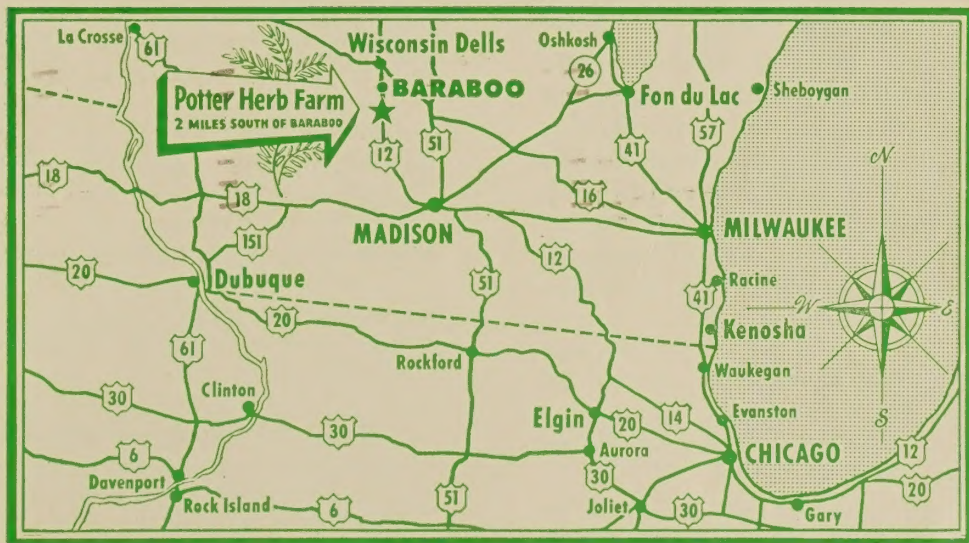
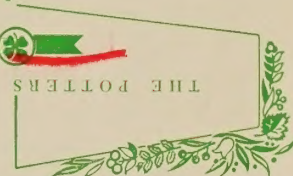
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LIBRARY
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Pioneers in the Growing and Packaging of Herbs Since 1935



[1959]



Many herb-lovers enjoy stoppng at the herb farm of THE POTTERS during the growing season. Simply follow U.S. Route 12 from Madison north. The Potter's Greenhouse is located just south of Baraboo on this route. Just beyond are the famous Dells of Wisconsin, land of lakes, historic caverns, hills, trees, fish, game, friendly people, excellent resorts and eating places. Stop in and visit on your way through. Most varieties of herbs and geraniums available at greenhouse throughout summer season.

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WISCONSIN WILD FLOWERS AND FERNS

More and more people are starting a "wild" garden, complete with the many lovely wild flowers and interesting ferns native to Wisconsin. There is a fascination to these wild flowers that once experienced makes the growing of the "cultivated" flowers seem routine by comparison. Being all hardy perennials, once established you have a recurring pleasure each year as you watch them poke their way up at the beginning of spring.

WILD FLOWERS SHIPPED ONLY
IN THE MONTH OF APRIL. NO
ORDERS SHALL BE ACCEPTED
FOR SHIPMENT AFTER THIS TIME.



BANEERRY, RED EARLY: *Actea rubra*. Tall white flowers in May, red berries in July.

BANEERRY, WHITE LATE: *Actea alba*. Similar to above. White berries in August.

BLOODROOT: *Sanguinaria canadensis*. Fragile gold and white blossoms in early spring. Height ten inches. Single leaf.

BLUEBELLS, SCOTCH: *Campanula rotundifolia*. Delicate bluebells June 'till fall.

BLUEBELLS, VIRGINIA: *Mertensia virginica*. Cup shaped pink to blue flowers with large floppy leaves. One foot high.

COHOSH, BLUE: *Caulophyllum thalictroides*. Yellow flowers in spring, August, blue berries.

COLUMBINE, WILD: *Aquilegia canadensis*. Red and yellow flowers in late May.

DOGTUOTH VIOLET, WHITE: *Erthronium Albidum*. Long mottled leaf. White 6 petal flower.

DOGTUOTH VIOLET, YELLOW: *Erthronium americanum*. Light yellow; like white dogtooth.

DUTCHMAN'S BREECHES: *Dicentra cucullaria*. Fern like leaves with 4-8 small "breeches."

GENTIAN, BOTTLE: *Gentiana andrewsi*. Late summer flower. Deep blue, glossy leaves. Tall.

HEPATICA: *Hepatica acutiloba*. Small early spring flower. Varying blue to white.

JACK-IN-THE-PULPIT: *Arisaema triphyllum*. Looks like minister popping from pulpit.

JACOB'S LADDER: *Polemonium reptans*. Tall spring flower. Blue bell shaped flowers.

LOBELLIA, BLUE: *Lobelia syphilitica*. Blue spikes in August. About 18 inches high.

LOBELIA, CARDINAL: *Lobelia cardinalis*. Red blooms in late summer. Quite tall.

MARSH MARIGOLD: *Caltha palustris*. Glossy golden blooms in May. Thick edible heart shaped leaf.

PHLOX, WILD BLUE: *Phlox divaricata*. Masses of delicate blue flowers in May.

SHOOTING STAR: *Docceathes media*. Pale pink to lavender inverted petals in clusters.

SQUIRREL CORN: *Dicentra canadensis*. Tiny pink and white flowers. Fern-like leaves.

TRILLIUM, NODDING: *Trillium cernuum*. Graceful white flowers. Spring blooming. 12" high.

TRILLIUM, SHOWY: *Trillium grandiflorum*. White butterfly-like flower. An early spring species.

VIOLET, BIRDSFOOT: *Viola pedata*. Varying shades of lavender. Profuse flowering.

VIOLET, BLUE: *Viola cucullata*. The common deep blue variety. Spreads rapidly.

VIOLET, CONFEDERATE: *Viola cucullata* var. Large white flowers with blue center.

VIOLET, FRECKLED: *Viola cucullata* var. White speckled with blue coloring. Fascinating.

VIOLET, SWEET WHITE: *Viola blanda*. Tiny fragrant white flowers.

WILD FLOWER PRICES

(Varieties may be mixed)

1- 4 plants, 40c ea. 11-20 plants, 30c ea.
5-10 plants, 35c ea. 21-50 plants, 25c ea.
(51-100 plants of ONE variety, 20c each
f.o.b. Baraboo, plus 25c packaging charge)

Orchids and Lilies

LADY SLIPPER, SHOWY: *Cypripedium reginae*. Slipper shaped wild orchid; white flower.

LADY SLIPPER, YELLOW: *Cypripedium pubescens*. Same as white only yellow color.

LILY OF THE VALLEY, WHITE: *Convallaria majalis*. Fragrant lovely bloom. Fine ground cover.

LILY OF THE VALLEY, PINK: *Convallaria majalis*. Like above only lavender to pink. Rare.

ORCHID AND LILY PRICES

(Varieties may be mixed)

1- 4 plants, 60c ea. 11-20 plants, 50c ea.
5-10 plants, 55c ea. 21-50 plants, 45c ea.

Ferns

EVERGREEN WOODFERN: *Dryopteris marginalis*. Dark green up to two feet high.

FANCY WOODFERN: *Dryopteris spinulosa*. Delicate structure with fine leaves.

INTERRUPTED FERN: *Osmunda claytoniana*. A small luxuriant fern light green in color.

LADY FERN: *Athyrium angustum*. A graceful three feet tall fern of great beauty.

MAIDENHAIR FERN: *Adiantum pedatum*. Shining dark stems with delicate fronds. Tall.

OSTRICH FERN: *Pteris nodulosa*. Beautiful divided ostrich plume frond. Very tall.

POLYPODY, COMMON: *Polypodium virginianum*. Small evergreen fern. Fills rocky crevices.

WOODSIA, COMMON: *Woodsia obtusa*. Graceful small fern for shaded rocks.

FERN PRICES

(Varieties may be mixed)

1- 4 plants, 40c ea. 11-20 plants, 30c ea.
5-10 plants, 35c ea. 21-50 plants, 25c ea.
(51-100 plants of ONE variety, 20c each
f.o.b. Baraboo, plus 25c packing charge)

SPECIAL OFFER

(Does Not Apply on Packages A, B, C, D)

With each order of \$15.00 or more we will include **FREE** one of the following items, your choice. These have a retail value of \$1.00 and may be purchased separately should you wish. Indicate preference on order blank.

Item 1. The famous **MOULI MINCER**. A "must" for the housewife who wants to use garden fresh herbs in her cooking. This high grade steel rotary mincer shreds herbs like parsley, mint, chives, garlic, etc. quickly, *save*ly, with no flavor loss. No more old fashioned chopping board with this handy, fast shredder.



Item 2. "Flowers — A Guide to Familiar American Wildflowers," written by two famous members of the U. S. Fish and Wildlife Service. A fascinating 157 page book in natural color describing over 260 wildflowers. The 134 full color paintings were done by one of the country's leading flower artists. Complete geographical and cultural requirements of all flowers explained. This is a corker if you are planning a wild flower garden. \$1.00.

The POTTERS of Baraboo, Inc.

PIONEERS IN GROWING & PACKAGING OF HERBS
SINCE 1935

ROUTE 4

BARABOO, WIS.

HERB PLANTS

Generally speaking Herb Plants are easy to grow. Needing little fertilizer, (rich soil produces a fine looking plant, but it has little scent or flavor), they seem to like to struggle against the elements, and in this struggle produce the delicate flavors and scents we enjoy. Unusually resistant to disease and insects, (Pennyroyal is considered to be an excellent mosquito repellent) they make fascinating gardens for the cooking enthusiast, for the person interested in a formal garden, and for those who want a small "fragrance garden."

Interestingly enough, many blind people have fragrant herb gardens. Unable to see, they receive their pleasure from the many interesting scents and flavors of the plants.

We have divided the plant listing into different sections, each with an appropriate heading. It is well to remember, however, that many of these plants have overlapping functions, but we have attempted to make division according to their primary function. We hope this will be helpful to you in making your selection.

In the following, "a" stands for annual, "tp" for tender perennial, "hp" for hardy perennial, "b" for biennial.

Culinary Herbs

ANGELICA: *Archangelica officinalis*. hp. Very tall plant. Hollow stem. Used in confectionery and flavoring. Flowers second year.

BALM, LEMON: *Melissa officinalis*. hp. Bright green lemon scented leaves. Excellent tea and salad flavorer.

BORAGE: *Borago officinalis*. a. Coarse plant growing to 2 or 3 ft. Leaves and flowers add cucumber flavor to salads. Blue bell flower.

BASIL, SWEET: *Ocimum basilicum*. a. The spicy fragrance blends well as a flavoring for tomatoes and many other dishes.

CHIVES: *Allium schoenoprasum*. hp. Our Chives is gorgeous. Spiky green clumps make wonderful source for onion like flavor.

COMFREY: *Symphytum officinale*. hp. Large green leaf. Makes delicious spinach like dish. A wonderful food.

GARLIC, ORIENTAL: *Allium tuberosum*. hp. A chives-like plant with mild garlic flavor. Wonderful with cream cheese.

LOVAGE: *Levisticum officinale*. hp. Rich, celery-like in taste and growth. Excellent in soups and salads. Aids pea soup.

MARJORAM, SWEET: *Origanum marjorana*. tp. Widely used to flavor roasts, sauces and stews. Try with cheese. 6" to 8" high.

OREGANO: *Marjorana vulgaris*. tp. A favorite with all Italian foods. A must for pizza. 6" to 8" tall.

PARSLEY, CURLED. tp. Everyone uses it.

ROSEMARY: *Rosmarinus officinalis*. tp. Fine meat seasoner. Blend in butter with parsley to baste roasting chicken.

SAGE: *Holts mammoth*. hp. Broad leaf variety. Sausage and poultry seasoning.

SAGE: *Salvia officinalis*. tp. Narrower leaf than *Holts mammoth*. Well known for its seasoning effect in poultry and pork dishes.

WINTER SAVORY: *Satureia montana*. hp. Fine on beans, egg dishes, fish and stews. 7" to 10".

STRAWBERRY, BARON SOLEMACHER. Delicious strain of wild alpine strawberry. No runners and white flowers adds decorations. Ever-bearing. Sent only to states not requiring strawberry inspection.

FRENCH SORREL: *Rumex scutatus*. hp. Makes delicious creamed soup. Fine in salads, too.

TARRAGON: *Artemisia dracunculns*. hp. Tastv favorite for fish, salads and vinegar. 1' to 2' tall.

THYME: *Thymus vulgaris*. hp. Low ground hugging leaved plant. Flavors gravies, stews, soups, stuffings.

THYME, FRENCH: hp. Has pointed leaf. Grows more upright than English thyme.

HERB PLANT PRICES (This Page)

(Varieties may be mixed)

1- 6 plants, 50c ea. 13-20 plants, 40c ea.

7-12 plants, 45c ea. 21-50 plants, 35c ea.

(51-100 plants of ONE variety, 30c each f.o.b. Baraboo, plus 25c packaging charge)

Exception to above

True Lavender cost 85c per plant.

Fragrant Herbs

(Many Used for Flavoring, Too)

APPLEMINT: *Mentha gentilis*. hp. Low spreading mint plant with more fruity flavor than Spearmint.

BERGAMOT MINT: *Mentha citrate*. hp. Pleasing fragrance not unlike orange and mint. Used in sweet bags and sachets.

CAMPHOR BALSAM: *Chrysanthemum vulgaris*. hp. Very similar in appearance to Costmary. Has strong camphor smell. 10" to 12" tall.

CATMINT or CATNIP: *Nepeta cataria*. hp. Pungent odor—a love of the feline world. Dry and put in cloth bag for kitty.

COSTMARY: *Tanacetum galsamita*. hp. Old fashioned sweet smelling herb used in sachets, sweet bags, cedar chests. 10" to 12" tall.

CURLY MINT, SPEARMINT: *Mentha spicata crispata*. hp. The south revere this one as an important ingredient in their famous julep.

ENGLISH MINT, SPEARMINT: *Mentha spicata*. hp. Same flavor as above, but straight leaves.

LAVENDER, TRUE: *Lavendula vera*. tp. Delicate lavender scent used in sachets and cosmetics. Spiky leaves, tiny purple flower. Very fragrant

LEMON THYME: Green. hp. Low lying lush small leaved plant with delicious lemon scent.

LEMON THYME: Varigated. hp. Same as above only golden varigated leaves. Same lemon fragrance.

MARJORAM, POT: *Origanum vulgare*. hp. Used in medicines, perfumes. Flower heads used to flavor cookery.

PEPPERMINT: *Mentha peperita*. tp. Excellent alone or with lemon verbena as a tea. Pungent.

PENNYROYAL: *Mentha pulegium*. tp. Pungent fresh scent. Fine for tea. Repels mosquitoes. Excellent ground cover.

Herbs for Garden Decorations

GERMANDER: *Teucrium chamaedrys*. hp. Low dark green small leaved plant ideal for low edging when kept trimmed. Purple flower.

HOREHOUND: *Marrubium vulgare*. hp. Grey downy crinkly foliage, very decorative. Used in making candy and cough remedy. Tall growing.

HYSSOP, BLUE: *Hyssopus officinalis*. hp. Ornamental spikes of deep blue. Fine perennial edging.

HYSSOP. PINK: Similar, but pink in color.

LAVENDER COTTON, GREY: *Santolina incana*. tp. Neat grey foliage ideal for knot garden. Coral-like in appearance. Makes beautiful edging when rotated with green below.

LAVENDER COTTON, GREEN: *Santolina rosmarinifolia*. tp. Similar, only green. A must in formal garden.

PINEAPPLE MINT: *Mentha rotundifolia variegata*. hp. Green leaves flecked with cream color. Young growth has delicious pineapple scent.

RUE: *Ruta graveolens*. hp. Dark green foliage, yellow flavor. Old medicinal herb. Tall growing.

SALVIA, PINEAPPLE: *Salvia rutilans*. tp. Strong pineapple scent. Fine house plant. Red salvia flower.

SOUTHERNWOOD: *Artemisia abrotanum*. hp. Fragrant feathery scented herb used as background. Tall.

SOUTHERNWOOD, DWARF: hp. Similar except low plant. Makes beautiful fragrant low hedge if clipped.

TANSY: *Tanacetum vulgare*. hp. Highly aromatic. Fern-like foliage. Old home remedy for rheumatic or sprained parts. Tall plant.

TANSY, FERN LEAF: *Tanacetum vulgare crispata*. hp. Dark green beautifully cut fern-like leaves.

SILVER THYME: A varigated kitchen thyme with silver flecks. Low growing.

THYME, WILD: *Thymus serpyllum*. hp. Ground hugging cover. Excellent for rock garden and flagstone planting.

CAT THYME: *Teucrium marum*. Very pungent. Good for border. Grey green small leaf. Blue flower.

WOODRUFF, SWEET: *Asperula odorata*. hp. A white flowered bright green leaf favorite, with whorl shape. Fragrant and used for wine.

WORMWOOD: *Artemisia absinthum*. hp. Grey leaf. Tall whitish stem. Leaves make bitter medicinal tea.

WORMWOOD, FRINGED. hp. Delicate greyish silk-like fringe leaf. Makes lovely "spot" in garden.

WORMWOOD, ROMAN: *Artemisia pontica*. hp. More delicate than regular wormwood. Germans use for wine.

HERB SEEDS

(Mailed Prepaid)

It is recommended that the plants listed in the first paragraph following be grown from seed rather than buying young plants. You will note most of these are annuals, or should be treated as such. They will mature fast.

Sweet Basil, Lemon Scented Basil, Lettuce Leaf Basil, Borage, Caraway, Celeric (root celery), Chervil, Coriander, Dill, Florence Fennel, Summer Savory, Sweet Fennel, Sunflower, Chives.

The following seed also is available, However, we recommend that plants be bought instead because of slow maturity, unless you can give early start in greenhouse or coldframe — Angelica, Catnip, Horehound, Parsley, Sweet Marjoram, Thyme, Common Wormwood, Rue, Sage (*officinalis*), Oriental Garlic, Lovage, True Lavender. All above seeds available at 20c per packet.



POTTERS HERB CHART

Seven page chart handsomely mounted on spiral hinge for hanging in kitchen. Coated so it can be cleaned. Carefully indexed for ease of use. Recipes included. A wonderful buy at \$1.00.



Scented Geraniums

(Pelargoniums) tp

The scented geraniums (pelargoniums) are fascinating plants that never cease to please flower lovers.

Interestingly scented, and with pretty blossoms as well, they make fine houseplants, or garden plants and thrive in environment of regular geraniums.

APRICOT SCENTED: Fruity apricot scent. Red and white blossoms.

ALMOND SCENTED: Also known as Pretty Polly. Large pink and white blossoms. Deep cut leaf. A beauty.

BALM SCENTED: p. *Melissimum*. Spicy lemon-like smell. Small pink flowers.

FERN LEAF: p. *Filicifolium*. Dainty lacy cut leaves with pungent scent. A beauty.

GIANT OAK: p. *Quercifolium*. Large strong growth. Giant leaves like oak. Purple flowers.

GINGER SCENTED: p. *Torento*. Rounded serrated leaves with grey stems. Ginger scent. Purple flower.

LAVENDER NUTMEG: Pleasant nutmeg scent. Lovely lavender flowers. It's a dandy.

LEMON SCENTED: *Crispum latifolium*. Refreshing lemon scent. Crisp green leaves. Interesting. Purple flower.

MINT SCENTED: p. *Tomentosum*. A sprawler with large silky pungent leaves. Very popular.

PUNGENT MINT: p. Grey cut leaf. Upright growth.

NUTMEG SCENTED: p. *Fragrans*. Imagine the smell of nutmeg in your garden! Tiny white flowers.

ROSE GERANIUM: p. *Graveolens*. Lavender flowers. pungent rose-like scent. For sachets and jellies.

ROBES LEMON ROSE: Rose scent modified with lemon. Deeply cut foliage. Pink blossoms.

SKELETON ROSE: p. *Denticulatum*. Sweet rose fragrance. Delicate, almost fern-like leaf. Very pretty. Also known as Dr. Livingston.

WALNUT SCENTED: p. *Quercifolium*. Lavender-pinkish blossoms. Bronze leaf centers. Interesting.

GERANIUM PRICES

(Varieties may be mixed)

1- 6 plants, 50c ea. 13-20 plants, 40c ea.
7-12 plants, 45c ea. 21-50 plants, 35c ea.

SPECIAL INFORMATION FOR HERB GROWERS

We do not have space in catalog to give detailed propagation information on all the plants. However, we do enclose planting and growing instructions with shipments. Or you can write the U. S. Department of Agriculture for Farmers' Bulletin number 1977 which gives excellent information of this type. It is available for 15c a copy. We will be glad to answer your questions also, of course, but the above information will save you much time. When writing for these Department of Agriculture Bulletins please mention The Potters of Baraboo.



RECOMMENDED BOOKS

These books have been carefully selected for their attractiveness and factual information:

"HERBS, HOW TO GROW THEM AND HOW TO USE THEM" by Helen Noyes Webster. Excellent factual information on herb culture, use. Famous garden plans plus cooking with herbs information. 198 pages. \$3.00.

"SEASONING SECRETS AND FAVORITE RECIPES OF CARSON GULLEY" Radio and Television food consultant and authority on herbs and spices. \$2.25.

"THE HERB GROWER," quarterly publication illustrated with valuable information to the herb growers. An Herb Grower's Press Publication. Year's subscription \$2.50.



SHIPPING INFORMATION AND TERMS

Shipments are made as soon as weather permits (usually end of March to southern climates). Please report unsatisfactory plants within 10 days. These will be replaced at our expense. **On orders under \$10.00** enclose 35c for postage and handling. On all orders above \$10.00 add 3% of amount of order. Please note on order the desired date of shipment and if substitutions may be made.

We cannot be expected to replace plants harmed by rough postal handling or delay in postal terminal inspection.

All plants are certified healthy and disease free by the Wisconsin Department of Agriculture. We believe they are the finest obtainable for any price.

All plants are carefully packed and with ordinary handling should reach destination in good condition. However, if special handling by parcel post is desired please enclose money with order.

The POTTERS of Baraboo, Inc.

PIONEERS IN GROWING & PACKAGING OF HERBS
SINCE 1935

ROUTE 4

BARABOO, WIS.

SPECIAL "PACKAGE" SELECTIONS

To assist newcomers to the pleasure of herb growing we offer special "package" selections, each for a specific use.

"A"—Kitchen Garden. Ten selected Culinary herbs for your cooking pleasure. Thrill friends with flavorfully seasoned salads, stews, and other dishes. Package includes one plant each of Oriental Garlic, Marjoram, Oregano, Sage, Savory, Parsley, Spearmint, Chives, Thyme and Rosemary. Also four packets seed of Basil, Chervil, Dill and Parsley. Completing this **Kitchen Garden** is the Mouli Mincer and the famous Potter Herb Chart, with complete instructions for herb use, carefully indexed, with recipes. Complete package only \$6.95.

"B"—Scented Garden. The spicy scents of nutmeg, lemon, rose, lime, pineapple and many others will thrill you in this garden. Dried leaves can be used for sweet bags, sachets, etc. Following plants included: Bergamot Mint, Southernwood, Lemon Thyme, Costmary, Rose Geranium, Nutmeg Geranium, Pineapple Salvia, Peppermint, Pot Marjoram and Spearmint \$4.25.



"HERBS IN THE KITCHEN"



"GATHERING FRAGRANT HERBS"

"C"—Wildflower Selection. For your wooded or shaded areas we offer the following fern and wildflower selection at reduced cost: Dutchman's Breeches (3), Showy Trillium (3), Virginia Bluebells (3), Freckled Violets (3), Bloodroot (3), Evergreen Woodfern (2), Interrupted Fern (2), Maidenhair Fern (2), Yellow Ladyslipper (2); a total of 23 plants plus book "A Guide to Familiar American Wildflowers" (described in detail below to right). A ten dollar value for \$8.75.

"D"—Rock Garden Selection. A group of plants very nice for your rock garden, Common Polypody Fern (3), Common Woodsia Fern (3), Pennyroyal Herb (2), Wild Thyme (2), Green Lemon Thyme (2), Roman Wormwood (2), Germander (2), Tansy (3), Silver Thyme (3), Pot Marjoram (2), Pineapple Mint (1). Total of 25 plants, only \$8.25.

(Detailed description of above plants listed elsewhere)



☐ MAY WE SUBSTITUTE PLANTS?

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